

DOMESTIC RENTALS UP 20% — HETZEL

NFB Projects For 1967 Centennial

Major continuing project of the National Film Board for the Confederation Centennial is a series of films on Canadian history. H. B. Chandler, head of the NFB's Ottawa office and chief liaison officer, told those at the recent Fourth Dominion-Provin-

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New Processor Demonstrated

Metro/Kalvar successfully demonstrated its new 16 mm. motion picture printer-processor at MGM's home office in New York recently for the benefit of MGM management executives and Kalvar Corporation board officers. The instant black-and-white

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MPAA ACTING HEAD SURE BIG FACTORS ARE BETTER FILMS, NEW AUDIENCES

"Already this year an extraordinary record has been rolled up in motion pictures theatres," Ralph Hetzel, acting president of the Motion Picture Association of America Inc., told the delegates at the opening luncheon of the 96th Technical Conference of the Society of

7 Theatres, Telemeter To Carry All 35 Leaf 'Away' Games

All 35 away-from-home games of the Toronto Maple Leaf hockey team, including the seven with Montreal not carried last year, will be shown in six Toronto theatres and the Regent, Oshawa, as well as over the Telemeter home subscription service in Etobicoke, Toronto suburb, it was announced last week by R. W. Bolstad, FPCC president.

The Toronto theatres carrying the games via the Eidaphor large-screen system are the Beach, Century, College, Glendale, Parkdale and Westwood. Last season's games, which included several played in Toronto, were carried in nine houses. Price per seat is \$2.50 and \$2. While there is no subscribers' setup similar to that of the Maple Leaf Gardens, a fan can arrange with the theatre boxoffice for the same seats to be reserved for him for all games or for several.

Charge to Telemeter subscribers is \$1.50 per game. First game is Oct. 15.

Motion picture and Television Engineers at the Commodore Hotel in New York in commenting on the exceptional film business of the past summer. "The first eight months of 1964 showed an average increase in the United States domestic film rentals for our member companies of about 20 per cent over 1963," he said. Canada is considered part of the domestic market.

"Last week, when in London," Hetzel stated, "I had reports

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Buy Smash London Musical

UA and Brookfield Productions have acquired screen rights to Alun Owen and Lionel Bart's hit London musical, Maggie May.

Que. Censor Bans Montreal Film

Decision of the Quebec Board of Cinema Censors to ban the Montreal-made film, La Terre a Boire (The Earth to Drink), forced the producer, Jacques Lasnier, to cancel the world premiere showing of the feature last week at the Le Parisien The-

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Attend MGM Conference

Two MGM Canadian branch managers, Dave Gilfillan of Vancouver and Abe Gotfried of Calgary, attended the recent conference in San Francisco designed to acquaint Western personnel with the company's \$50,000 domestic sales drive. The 40th Anniversary drive runs from October 30 through March 18, 1965.

SCIENCE FILM FESTIVAL WINNERS

Dancers of the Sea from France and Time Is from the UK were the top films in the International and National divisions respectively of last week's International Festival of Films on Science, held in the Central Library Theatre, Toronto. Runners-up in the International section were In Pursuit of Cancer Cells from Japan and Eye for Isotopes from the UK. Second and third in the National category were Northern Elephant Seal from the USA and Reconstruction Surgery of the Great Arteria from Czechoslovakia.

Awards in the form of citations will be made at a later date by the Toronto Public Library Board. The winners were announced on the last night of the week-long festival. Some 40 professionally-produced films from 11 countries competed, including one from Canada.

STRATFORD'S 1965 PROGRAM ANNOUNCED

Three plays by Shakespeare and one by Anton Chekhov will make up the 1965 16-week program of the Stratford Shakespearean Festival. These will be Henry IV, Part I (to be known simply as Henry IV), Henry IV, Part 2 (to be retitled Falstaff), Julius Caesar and The Cherry Orchard. Douglas Campbell, John Hirsch and a third person to be named later will direct the plays in the absence of Michael Langham, artistic director of the Festival, who will be on leave for a year, returning in 1966.

Two operas will be staged in the Avon Theatre by Jean Gascon. One will be a revival of this year's The Marriage of Figaro.

The film festival will not be revived in 1965 but the directors are hopeful that 1966 will see its return.

In the season just concluded the four plays in the Festival Theatre drew 262,000 people for an average capacity of 86 per cent, the two operas attracted 50,000 and the concerts were attended by 12,000. The overall boxoffice gross totalled \$1,170,000.

Saskatchewan Humming With Industry Activity

Activity in the film industry in Saskatchewan is really surprising, what with the exhibitors' association asking for local option for Sunday movies, the general manager of a circuit blasting the amusement tax as "discriminatory" and the censor calling for more "family-type" pictures. In addition, Odeon-Morton Theatres has announced that it will spend \$1,000,000 improving and expanding its facilities in Saskatchewan and Manitoba.

The Saskatchewan Motion Picture Exhibitors Association, following its recent annual meeting in Regina, asked the province to allow each municipal council to

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Paramount's 'Black Spurs'

Rory Calhoun, Terry Moore, Linda Darnell and Bruce Cabot star in Paramount's Black Spurs, currently filming in Technicolor and Techniscope.

Sydney Spiegel Returned As 1st Vice-President Of NAC

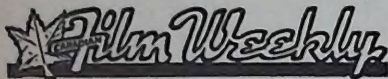
Sydney Spiegel, vice-president of Super Pufft Popcorn and Canadian Automatic Confections, Toronto, was re-elected first vice-president of the National Association of Concessionaires at the recent convention in the Conrad Hilton Hotel in Chicago, which saw Edward S. Redstone returned for a second term as president. Spiegel is also v-p of the Canadian Region.

Other officers elected were James O. Hoover, Jack O'Brien and Nat Buchman.

Stifle Elected SMPTE Head

Ethan M. Stifle, manager of engineering services for the East Coast Division of the Eastman Kodak Motion-Picture Products Sales Department, has been elected president of the Society of Motion Picture and Television Engineers as successor to Reid H. Ray. The

results of the mail ballot were announced at the recent 96th SMPTE Technical Conference in the Commodore Hotel, NY. Also elected were G. Carleton Hunt, executive v-p; Herbert E. Farmer, editorial v-p; Kenneth M. Mason, conference v-p; and R. G. Huffard, secretary.



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SASK'N ACTIVITY

(Continued from Page 1)

make its own decision whether to permit Sunday movies. Hilliard Gunn, president of the SMPEA, said experience in Ontario, Manitoba, British Columbia and Quebec has shown that Sunday motion pictures receive wide public support.

Paul Morton of Odeon-Morton Theatres lashed out at the amusement tax as "unfair" and "discriminatory" and said it should be abolished. He pointed out that the theatre industry was the only one subjected to such a luxury or amusement tax and added that theatres are not a luxury but an accepted form of entertainment for rich and poor alike.

In Saskatchewan the Provincial Government has never collected an amusement tax but when the Federal Government got out of the field after the war a number of municipalities picked it up for themselves. At present there are only four or five centres where the tax is levied.

"We are getting away from the family-type picture and we should get back to it so the whole family can enjoy a film together," D. E. Williams, head of the Saskatchewan Censor Board said in an interview during the annual meeting of the SMPEA, where he was a guest and interested observer. He said it was "shocking" to learn that only three per cent of all movies produced were for general showing.

"It is understandable," he added, "since the producer is in the business of making money." However, he felt that "we have an obligation to our young people" and thought the industry should make more family movies.

Morton said that Odeon-Morton Theatres would spend \$100,000 immediately to renovate the Tivoli, Saskatoon, as part of an expenditure of over \$1,000,000 in the next 12 months in updating its houses and building new ones. "There is a tremendous resurgence in our industry," he said. "It presently has a two billion dollar investment and nobody's going to let that die out."

Domestic Rentals Up

(Continued from Page 1)

that boxoffice returns in Great Britain, a market that has had drastic declines in theatre attendance, had increased in 1964 at a percentage not much less than that in the United States, for the first six months.

"I think this resurgence in the United States, as well as abroad, is far more than a flash in the pan. As an economist, I see ahead a long secular upward sweep of population and economic developments that promise to lift our business in the same direction."

Hetzel further emphasized the broad scope of the recent upward surge of film business when he stated: "The new vitality and freshness of films, and the production of films aimed at special audiences have attracted more and more people back to the movies. The quality of product today is, in my judgment, superior to any we have enjoyed at any time. Film makers still make mistakes — it is notoriously hard to predict the taste of the American public in advance, but they are obviously doing a better job of matching public taste with appropriate product than ever before."

In referring to the new and growing interest of young people in motion pictures, Hetzel said: "To me, the most exhilarating prospect of all is the growing interest and excitement of young people in motion pictures as a medium of expression. I feel we are confronted with evidences that alert an intelligent young people, especially at colleges and universities, are looking to motion pictures for new ways of expressing their ideas and emotions. If the young people at colleges and universities, while in school and later, have this growing sense of interest in films, they will build a great new audience that will call forth more creative films and greater films."

"Just last week, the American Council on Education, the top co-ordinating body for the colleges and universities of this country, held a conference at the Lincoln Center to encourage the development of the study of film at the collegiate level. It was an

exciting occasion and will, I truly hope, sow the seed of the greater growth of interest in this field."

NEW PROCESSOR

(Continued from Page 1)

prints provided by the Metro/Kalvar printer-processor were immediately exhibited via closed-circuit television and were deemed to be on a par with the standard silver halide prints shown on the same closed-circuit hookup.

Metro/Kalvar was formed in 1961 to develop, market and distribute the economical film process in its application to television and films. The film is sensitive only to ultra-violet light and thus the entire duplication process is carried out in normal room light. Printing and processing are accomplished in a single, continuous, completely dry operation due to the unique heat developable feature.

The film and equipment will be made available by Metro/Kalvar to the television industry in early 1965 and shortly thereafter to the theatrical and non-theatrical markets. The printer-processors were demonstrated last week at the SMPTE conference at the Hotel Commodore, NY.

Kalvar Corp. officials present at the demonstration included Alfred Moran, chairman of the board and chief executive officer; Charles Smither, board vice-chairman; and Harold Harsh, president.

Among those viewing the demonstration from MGM were Clark Ramsay, executive assistant to the president in charge of marketing; Charles Pati, vice-president of MGM International; Jason Rabinovitz, treasurer; Tom Devine, comptroller; George K. Gould, president and general manager of MGM Telestudios; and Edward Montanus, MGM-TV director of syndicated sales.

Among those present representing Metro/Kalvar were Noel Bacon, vice-president; Robert Lindemeyer, director of technical services; and Wally Vance, chief engineer.

TWO TRAFFIC SAFETY FILMS

Two 16 mm. color shorts, one animated and the other live, are being used by the Highway Safety Branch of the Ontario Department of Transport to teach children and adults the rules of the road. Either film can be bought outright or borrowed free of charge from the Film Librarian at the Parliament Buildings in Toronto.

Elmer—Our Hero is a seven-minute animated film produced by Lesser Studios Ltd. and designed specifically for children. Its cartoon characters seek to impress youngsters with the need to learn and follow the six basic traffic safety rules.

The Right Point of View is a 23-minute film made by Chetwynd Films Ltd., which shows how the demerit point system works and how it applies to the individual. An irresponsible driver is used as an example and the film tries to show how he got that way and how he has a change of heart.

News Clips

G. Andrikopoulos and A. Papadopoulos have acquired the 728-seat Elektra Theatre, Toronto, previously a burlesque house, the Lux, and before that the Bellevue ☆☆☆ Middlesex Broadcasters Ltd. has been incorporated in London, Ont., for transmitting and receiving TV and radio ☆☆☆ Wolper Productions, which is headed by David L. Wolper, is setting up a motion picture production division and has signed a releasing agreement with United Artists ☆☆☆ Induction of Leo Jaffe, executive vice-president of Columbia Pictures, as a Fellow of Brandeis University took place last week at New York's Americana Hotel at the National Dinner of the Entertainment Industry. The honor was bestowed on Jaffe for his role in developing the entertainment arts school at the University.

Margery Weiss, president of Educational Film Distributors, has signed a deal with Canadian General Electric Co. to distribute CGE's new educational film series in Canada. First two films to be released are A Is for Atom and Careers in Engineering ☆☆☆ The Robert Bros. have purchased Mrs. R. Perriard's 1,043-seat, seven-day Capitol Theatre in Three Rivers, Que., which she acquired recently from Famous Players ☆☆☆ A car will be one of the five big prizes given away at the USA Motion Picture Pioneers annual dinner-affle at the Americana Hotel in New York on Nov. 24, at which Harold J. Mirisch of the Mirisch Corp. will be honored as the Motion Picture Pioneer of 1964. The same evening in Toronto the Canadian Picture Pioneers will honor the Hurwitz Bros.

Toronto branch of the Canadian Society of Cinematographers will hold its Fall meeting at the National Film Board in Toronto at 8 p.m. on Oct. 19. Theme will be Shooting Color Film for Television, which will be introduced by John Gunn, CSC, director of photography for ASP Productions, which produced the Forest Ranger series ☆☆☆ Torontonians Gale Gerber, who went to Hollywood late last year, has changed her name to Gale Gilmore and has been kept busy in TV roles. Currently she has the inside track for the feminine lead in the feature film, Candy, and is being considered for the starring role in a new TV series ☆☆☆ NFB Presents is a new half-hour filmed TV series from the National Film Board which will be seen on Wednesdays at 10.30 p.m. on CBC TV. First one, Phoebe, will be seen on Oct. 28.

WHERE LOVE HAS GONE



...GOES
WHERE
NO
MOTION
PICTURE
HAS
EVER
DARED
GO
BEFORE.....

**"THE
CARPETBAGGERS"
TEAM FOLLOWS UP
WITH ANOTHER
BLOCKBUSTER...
FROM
JOSEPH E. LEVINE
AND
PARAMOUNT!....**



The explosive story of the violent world wh



"You couldn't stand
your daughter
stealing your lover!"

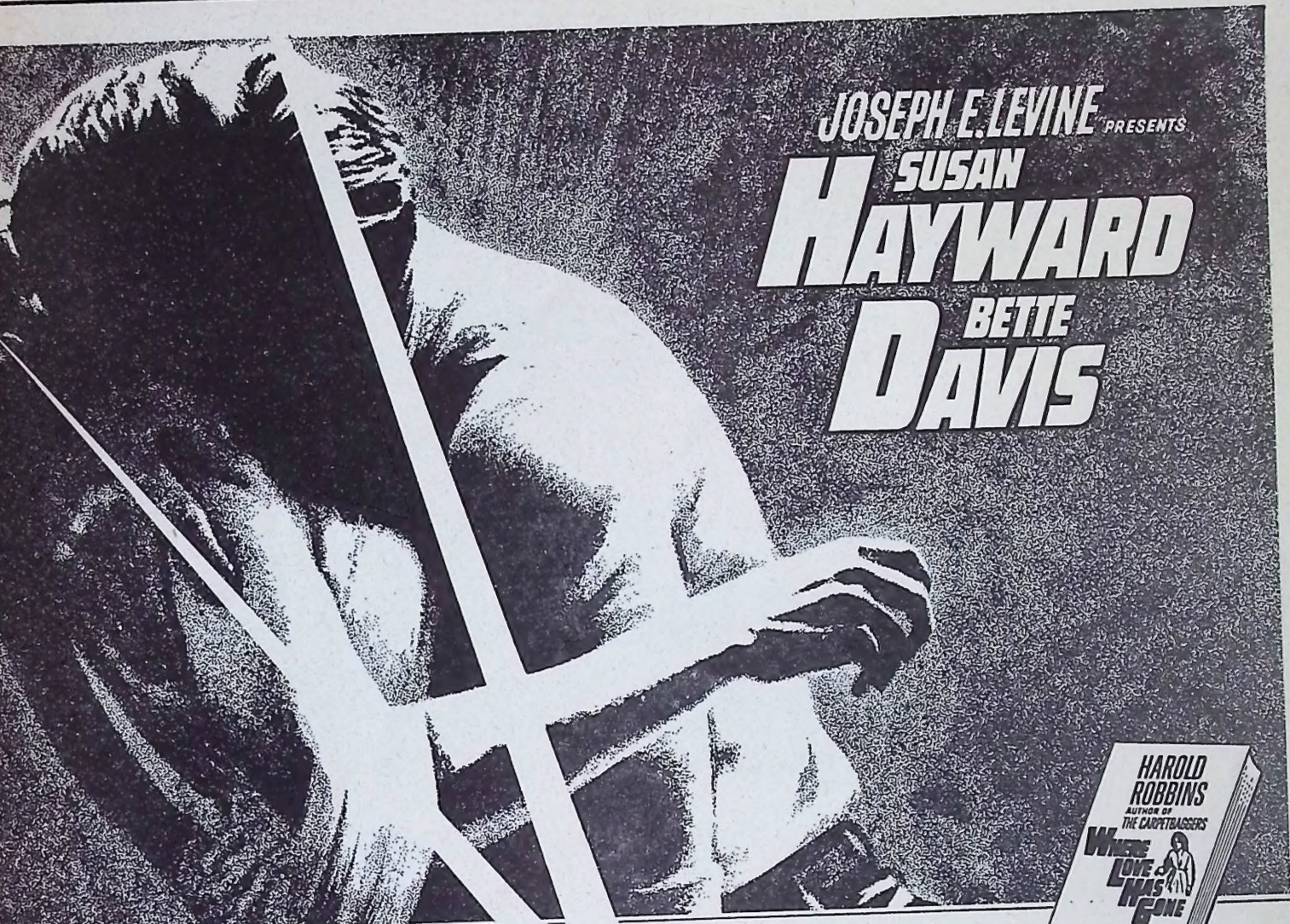


"Your
concept of
love is vile
and sinful!"

CO-STARRING

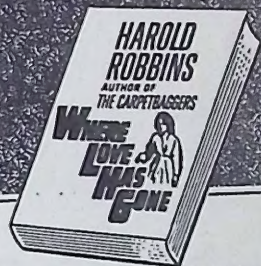
MICHAEL CONNORS • JOEY

Based on the novel "Where Love Has Gone" by



JOSEPH E. LEVINE PRESENTS

SUSAN
HAYWARD
BETTE
DAVIS



e a mother and her teenage daughter compete for the same lover...

WHERE LOVE HAS GONE



"I use sex
like you
use
liquor!"



"Find her
...no matter
where
you have
to drag her
out of!"

IT'S GONE WRONG! IT'S GONE WILD!

LEATHERTON
OLD ROBBINS

Produced by JOSEPH E. LEVINE · Directed by EDWARD DMYTRYK · Screenplay by JOHN MICHAEL HAYES

TECHNICOLOR® TECHNISCOPY®



JACK JONES
sings
the title song by
Academy Award
Tunesmiths
Sammy Cahn and
James Van Heusen
—available on
Kapp Records

...WITH A TOTAL MERCHANDISE

"WHERE LOVE HAS GONE" GOES ON A LOCAL

For 32 consecutive days – a massive pre-sell saturation campaign with 14,700 spots on 128 radio stations in 29 cities with a combined population of over 76,000,000 – reaching 95% of the people, providing more than 1,000,000,000



"WHERE LOVE HAS GONE" GOES ON A MAMM

They'll read 'em...You'll reap! Pocket Books has sold 2,500,000 copies to date. Now a new movie edition of Harold Robbins' blistering best seller hits the stores and stands in over 110,000 retail outlets in 50 states. Its new cover features ad art and title. Scenes from the picture

"WHERE LOVE HAS GONE" GOES ON A RECORD

The title song, recorded by Jack Jones, today's hottest recording star, has been in the hands of DJs across the country since July 24th. When only two weeks old, it soared to the top of the charts. Kapp Records is putting the biggest motion picture tie-in promotion in its history behind the Jones record. Huge national and



"WHERE LOVE HAS GONE" GOES ON A PROMO

Hosted by local radio and TV personalities in key cities, important community opinion-makers will be invited to attend a special screening of "WHERE LOVE HAS GONE." These screenings will generate advance interest in the product by valuable word-of-mouth advertising, particularly among women and teenagers.



GO WITH **WHERE LOVE HAS GONE**....

ING CAMPAIGN TO MATCH!

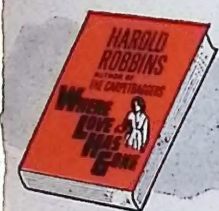
RADIO CAMPAIGN

**LIKE NO OTHER MOTION PICTURE
HAS EVER GONE BEFORE!**

(that's right, one billion) impressions! With the campaign started 3 months before national release, you know for sure "WHERE LOVE HAS GONE" will be a title that will ring in America's ears as you ring up record grosses!

OTH BOOK PROMOTION

**LIKE NO OTHER MOTION PICTURE
HAS EVER GONE BEFORE!**



are inside. All new promotional store accessories tie in book and film — window streamers, decals, rack cards, counter boxes — all designed to shoot sales to "THE CARPETBAGGERS" level and hypo your box office. National newspaper ads announcing the new edition have already been scheduled in 12 markets. A nationwide saturation radio campaign also will tie in book and film.

MUSIC PROMOTION

**LIKE NO OTHER MOTION PICTURE
HAS EVER GONE BEFORE!**

trade campaigns, all-out DJ and record dealer drives, special point of sale material, plus colorful single and album sleeves are being distributed. In addition, Jack Jones will sing the song in all of his TV and night club appearances and will meet the press, radio and TV personalities in every city and talk up the song and the picture.

AND... Other top recording stars will have their records in release before the national openings—Jerry Vale (Columbia Records), and Hugo Winterhalter (Kapp Records).

TIONAL SCREENING PROGRAM

**LIKE NO OTHER MOTION PICTURE
HAS EVER GONE BEFORE!**

....AND WATCH THE RESULTS! *

*** LIKE NO OTHER MOTION PICTURE
YOU'VE EVER PLAYED BEFORE!**

MONTREAL FILM

(Continued from Page 1)

atre in Montreal and disappoint a black-tie audience of 1,600, which had waited patiently for two hours for the screening to begin.

Andre Guerin, chairman of the Censor Board, stated the next day that the delay was caused by the film being submitted late and in parts. He said that at 8.30 p.m. the night of the premiere, at the time the film was to be shown to the guests, the members of the Board were still waiting for the second half. "It was therefore obviously impossible for the Board to make known its decision to the producer before 10 p.m."

Technicians at Trans-World Film Laboratories Ltd. had worked around the clock to process the film in time for the premiere and the opening of the regular engagement of the film the next day at the Le Parisien.

Lasnier, who had financed the \$60,000 cost of the production, reported that the Board said that "The movie is the avant garde of the avant garde of international cinema and its climate is such that the people of Quebec are not ready to see it." The Board's decision was said to be unanimous.

Stars of *La Terre a Boire* are Genevieve Bujold, Pauline Julien, Patricia Nolin, Patrick Straram and Gilles Pelletier. The film took four months to shoot and was directed by Jean-Paul Bernier. It will be distributed in Quebec by Lasnier's company, Films de Nouveau Quebec.

Among the guests at the gala premiere, which had all the fuss-and-feathers of a Hollywood opening, including red carpets and Kleig lights, were Guy Roberge, Government Film Commissioner and chairman of the National Film Board; Pierre Juneau, head of French production for the NFB; and Gratien Gelinas, one of Canada's best known actors and producers.

Lasnier screened the film for his lawyers and advisers "to see what course we will take." Those concerned with the film are hopeful that when the difficulties are removed and it is shown a great deal of interest will be evidenced by the public because of the censor's action.

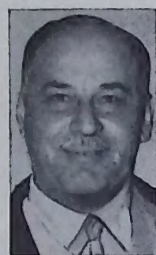
Representatives of Consolidated Theatres, which owns the Le Parisien, were unofficially at the screening and Thomas Cleary, Consolidated's ad-pub director, said he had seen parts of the film and found it unsensational. He said he was unable to discover what specifically the censors objected to.

Guerin gave a statement to the press that the reasons for the ban would be given to the producer in writing within the next few days.



The State of Our Business — Part II

AT the moment our country is enjoying a high level of economic prosperity and in many places this has helped the boxoffice. But no matter what the state of the economy may be, the degree of prosperity of motion picture theatres must always be closely related to the flow of "product." This word has been used so much over the years it has become one of common usage. In point of fact, it is now outdated and meaningless. When we were the premier mass entertainment business its use had meaning and even now can be used in relation to TV but in our business today we can much more properly use the term "attractions." No longer will any ordinary kind of motion picture feature draw an audience. People can see every description of entertainment on free TV. They are more sophisticated in attitude and are loath to go to theatres and spend hard cash unless in anticipation of something especially good.



Attendances and grosses have definitely been higher for many theatres this year but there have certainly been more and better attractions. Most major film distributing companies are showing a sharp increase in grosses and profits. While some individual theatre owners and circuits are doing better, it would appear that all are not sharing to the same extent in the new-found prosperity. Since there is still a genuine shortage of real attractions, we are still in a "seller's market." Asking terms are at a new high and the profit squeeze is on so far as the exhibitor is concerned. As a result, there is not sufficient cushion built in to take care of the "losers" which, alas, still abound. One may question therefore, if the boxoffice dollar is being fairly divided between producer, distributor and exhibitor.

Notwithstanding a higher plateau on terms than we have previously known in our business, some theatres by virtue of low overhead, good run or other contributing factors, are presently enjoying a higher level of prosperity than at any time in the past. Unfortunately, there is too little flexibility on the part of many distributors in dealing with those theatres not so well favored.

Without question, cost of production, even without unnecessary waste, is at the highest point in our history and the gamble is now greater than it ever was. But potential rewards are also greater and some films turn out to be fantastic profit earners.

Those who are concerned with the future of our business on a long term basis are keenly aware that most theatres are run down, outdated or obsolescent. Cost of remodelling or building a new theatre is also at a new high and just as much as production is now more risky than ever so is theatre erection and operation. It is therefore, one of the enigmas of our business to reconcile these facts.

Of course, it would be ideal if some Solomon would appear who could analyze the problems and suggest a solution equitable to all concerned. This, of course, would be utopian but is hardly to be expected. There are some who would resort to government interference. This could result in a devilish nightmare, as witness what has happened in the past decade in the United States. Nevertheless, some solution must be forthcoming.

It would now appear that a partial answer may soon make this evident — the good old tried and proven law of supply and demand. There are likely to be more playable attractions available for showing in the theatres in 1965 than for many years in the past. Smart exhibitors will take advantage of this to help curb the lust on the part of many distributors for the last extractable dollar. In so doing, they will not only help ensure their own financial future but also the stability of our business.

(To be continued)

'LA CORDE AU COU' SHOOTING FINISHED

Principal photography was completed last week on Pierre Patry's second feature, *La Corde au Cou* (Rope Around the Neck) in Montreal and surrounding areas. The film, which will be dubbed into English later, stars Guy Godin, Andree Lachapelle and Jean Duceppe and is a psychological melodrama based on a story by Claude Jasmin. Patry is producer and director and Jean Roy is director of cinematography. Both are on leave from the National Film Board.

The story deals with a murder and the chase and capture of the killer, much of it in flashback.

Patry's first feature, *Trouble Fete*, was made last year and won a special mention award at the recent Montreal International Film Festival.

Review

BEHOLD A PALE HORSE

with Gregory Peck, Anthony Quinn,
Omar Sharif.

Columbia 118 Mins.
JOURNEY THROUGH CONSCIENCE TO
DESTINY. STRONG BOXOFFICE.

An excursion into suspense and adventure, *Behold a Pale Horse* is the type of film that reverberates in the memory long after it has ended. Made by Fred Zinnemann, an old, masterful hand at probing the human soul, it tells of an aging guerilla fighter of the Spanish Civil War, who, like a tired lion, rouses himself for one last stand.

The cast assembled by Zinnemann is finely molded to the roles. Gregory Peck is seen as the legendary resistance fighter living in the sanctuary of France but still absorbed in the classic struggle that was lost years back. Anthony Quinn plays the arrogant, patient, corrupt police captain obsessed with the need to capture Peck. Omar Sharif portrays the humble young priest whose conviction traps him in the duel between Peck and Quinn.

J. P. Miller fashioned his screenplay from the novel, *Killing a Mouse on Sunday* by Emeric Pressburger. In it Peck, former resistance hero, has been brooding in the limbo of the French Pyrenees for some 20 years, fighting his own private war. Age has slowed him down but the old bitterness remains.

Mildred Dunnock plays the dying mother of Peck. Quinn decides to use her as bait to lure Peck back and finally into captivity. To aid in the stratagem he employs the services of Raymond Pellegrin, a smuggler-informer. It is through the services of Sharif that Peck learns that his mother has died and that a trap is being set for him. This action by Sharif stems from his deep convictions and endangers his life.

In the climax Peck yields to a compulsion to trek across the Pyrenees to Spain for a final showdown with his old adversary. This one last raid means certain death for Peck, yet he makes it. What is the reason? The answer is a haunting one which the viewer must find for himself.

The brilliant music composed and conducted by Maurice Jarre moves sure-footedly through assorted medlies in a folk vein.

CAST: Gregory Peck, Anthony Quinn, Omar Sharif, Raymond Pellegrin, Paolo Stoppa, Mildred Dunnock, Daniela Rocca, Christian Marquand.

CREDITS: Produced and directed by Fred Zinnemann; Screenplay by J. P. Miller, based on the novel by Emeric Pressburger; Photography by Jean Badal.

(From The Film Daily, NY)

U Signs Andy Williams

Universal has signed Andy Williams to a long-term contract.

NFB PROJECTS

(Continued from Page 1)

cial Conference of the Development of Historical Resources in Charlottetown, PEI. He said the series was started with a pilot film in 1959, which gave the story of the incidents surrounding the assent to the Rebellion Losses Bill of 1849 by Lord Elgin.

"We feel," he pointed out, "that such a series serves a national need at any time, and particularly so with the approach of a Centenary."

Chandler, who is a native of PEI and was employed in Charlottetown with the Department of Education for 23 years before joining the NFB in 1957, declared that much of the activity at the NFB at present is directed toward preparation for the 1967 Centennial.

"For the Centennial Commission," he stated, "we are making a film here on the Island's Centennial celebrations."

He added that the NFB is attempting to create an elaborate film impression of life on earth today in a project, at present called *The Labyrinth*, for the 1967 World's Fair in Montreal.

CONVERSION of the old Pepperell Theatre in St. John's, Newfoundland, into the headquarters for the Newfoundland and Labrador Division of the National Film Board is nearing completion. Paschal O'Toole, regional supervisor for the NFB, said that along with the offices and library of over 3,000 films the building would contain a 450-seat permanent theatre equipped with specialized DeVry 16 mm. projection equipment.

SHORTAGE of qualified administrators for the legitimate theatre has led the Canada Council to offer a year's training at a salary of \$6,000 for four young men about 24 to 30 years of age, who have some practical experience or training in business and a demonstrated interest in theatre, ballet or music. Four major organizations — the Montreal Symphony Orchestra, the Canadian Players, the Stratford Shakespearean Festival and the Manitoba Theatre Centre—have each agreed to take on a suitable trainee for a year and help pay his salary.

Short Throws

TOWNSHIPS Playhouse Guild of North Hatley, Que., is attempting to raise \$30,000 by public subscription to convert a piggery to a concert theatre. Four acres of land and the piggery were donated by Arthur Virgin and the Guild hopes to have the playhouse in operation by next summer on a lease basis.

REOPENING of the 700-seat Academy Theatre in Lindsay, Ont., as a community playhouse took place recently with Lieutenant-Governor Earl Rowe officiating at the ceremonies. Built in 1892, the Academy was completely renovated in 1931 and for many years was a Twinex unit. It closed on Dec. 8, 1956 as a movie house and remained dark until the present. Cost of renovating and refurbishing the theatre, \$65,000, was raised by public subscription.

KINGSTON Arts Council received \$20,000 from the Kingston, Ont., City Council for alterations and renovations to the 884-seat Grand Theatre as a civic arts centre. The City Council had al-

ready voted \$51,631 for the project and the Kingston Whig-Standard also donated \$20,000. Before the two \$20,000 gifts the fund had already reached \$100,000. Until its closing several years ago the Grand was operated by Famous Players Canadian Corp.

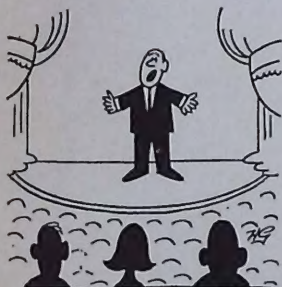
ALL-TIME box-office record was set at Radio City Music Hall, NY, by MGM's *The Unsinkable Molly Brown* in its 10-week run from July 16 to Sept. 23. It was the first film ever to reach the \$2,000,000 mark in the 32-year history of the house. Its actual take was \$2,001,556. The film is the number one grosser among current releases.

Elizabeth Taylor Cast In WB's 'Virginia Woolf'

Elizabeth Taylor has been signed by Warner Bros. to star in the film version of Edward Albee's controversial Broadway stage hit, *Who's Afraid of Virginia Woolf?* She will play the explosive role of Martha in the film, which Ernest Lehman will produce from his own screenplay. Miss Taylor's last film for Warners was the very successful *Giant*.



"Well, you ain't Richard Burton either!"



"We regret that there will be no film tonight, as we have just sold it to TV!"



"Just my luck—I finally get a movie part and John Wayne shoots me in the first reel!"



"Quit worrying, Miss Lawrence, automation will never replace you!"



"The third balcony isn't banishment, James. Look upon it as a new emotional experience."



"Now, in this scene you fall under her magic spell of intellectualism."



"Ready for the kiddie matinee, Johnson?"



"Two please, way up in the balcony."



"Well, I'm happy to meet the Drama Critic from the 12th Street Zombies but NO free passes!"

Odeon's Flicker Snickers Good 'Hook'

The Odeon Theatres (Canada) Ltd. seems to think that a laugh a day might help keep the patrons coming. For quite a while its daily columns in the Toronto papers ran a cartoon called Flicker Snickers as a leadoff. People turned to them daily, so they were a good "hook."

Odeon didn't find them expensive, said Charles Mason, ad-pub director, the biggest part of the cost being the lineage. The cost was divided among the 15 theatres in the area covered by the newspapers.

Odeon officials noticed the cartoons being used by the Interboro Circuit in New York and worked out arrangements to use them. Each cartoon carried the "Interboro" name but otherwise Odeon can make any change. It has sometimes altered the captions, one example being the use of "Richard Burton" to add interest. The cost arrangement was of a sliding-scale character.

Copies of the cartoons arrived at the Odeon ad-pub department on slick photostats and were made into mats. The name, Flicker Snickers, was set in type above it.

Many Odeon people had been spoken to about them by readers and managers in other communities had written in about using them.



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Every type of needed information will be found in this attractive volume—personnel of production, distribution, exhibition, television, equipment and service companies, as well as addresses and phone numbers; censorship regulations, fees and personnel for each province; customs information related to the importation of films of every kind into Canada; the latest list of theatres, with seating capacities and size of communities; an up-to-date list of TV and radio stations. There are far too many other types of information to list here.

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